

Ingrid Nossack
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ARD has been very responsive to their particular needs as the manufacturer of fine foods in these economic conditions. As far back as 2002, during the BSE crisis, ARD supported them financially, allowing them to invest in more automated equipment and improve their output while maintaining a higher level of quality control. More recently, ARD has provided assistance during a labour shortage, helping with all stages of locating, processing, and acclimatizing temporary foreign workers. Together with workshops on worker retention, ARD also hosts “Lean and Green” workshops that Nossack says have been excellent. They provide up-to-date information about how to manufacture their fine meats product more efficiently, while also maintaining a small environmental impact. The company has plans to expand further, and Nossack anticipates continuing to draw on the broad range of expertise that ARD offers, bringing their products to markets outside of Alberta, and helping to publicize what makes their fine meat products unique. As she states, whether it’s by phone, email, or visits, the experts working at ARD give personalized advice and support that is tailored to the needs of Nossack Fine Meats Ltd.

When asked about Alberta Agriculture and Rural Development’s (ARD) assistance to Nossack Fine Meats Ltd., Ingrid Nossack said they have been “just awesome.” The family run business has operated out of Red Deer since 1982, but the recent downturn in the economy has increased the costs of supplies and manufacturing of their food products. At the same time, Nossack says, their customers are used to purchasing their product at a certain price, and are generally not receptive to increases that would help cover the bottom line. So the company has had to absorb these higher costs.